

## Unit 1. Brands. Additional exercise.

*Insert the words from the box into the following sentences.*

endorsement, placement, stretching, loyalty, image awareness, lifecycle, launch, range, name

- 1) A number of consumer associations are running campaigns to request disclosure of product ..... in all media, including TV, movies and video games.
- 2) A problem with product ..... is that the celebrities used might get into trouble, which could then cause negative publicity.
- 3) Audi's brand ..... is that of an upmarket, well-engineered, well-designed and safe car.
- 4) By expanding their product ....., many companies hope to attract new customers.
- 5) In July 2006, Coca-Cola started its huge advertising campaign to support its biggest UK product ..... in two decades.
- 6) In many countries the "Hoover" brand ..... has become a synonym of vacuum cleaners.
- 7) Manufacturing engineering companies must develop, describe, manage and communicate information about their products. That process is called "product ..... management" or PLM.
- 8) Many consumers are rebelling against the market dominance of large supermarket chains, and brand ..... is declining among shoppers.
- 9) We want more consumers to become more familiar with our products. So the aim of our next advertising campaign should be to raise brand .....
- 10) When Caterpillar, the manufacturer of tractors and earth-moving vehicles, moved into clothing and shoes, that was a typical example of brand .....

*Translate the bracketed parts of the following sentences. Use the first letter as a prompt.*

- 1) Greg's (склонность) t----- to be critical made him unpopular among his colleagues.
- 2) Cheap copies made in the Far East have (повлияли) a----- our sales in those markets.
- 3) Pay increases are given (исключительно, только) s----- on the basis of performance and merit.
- 4) I always (связывал, ассоциировал) a----- that company with small projects, but their latest development is massive.
- 5) This aid money is (ключевой, решающий) c----- to the government's economic policy.
- 6) Their logo is very (особенный, отличительный) d-----, which makes it difficult for other companies to copy it.
- 7) He works for a New Jersey firm that tracks financial market (тенденции) t-----.
- 8) Wealthy people are often the only ones who can afford to buy (первоклассный) t----- products.
- 9) Most airlines (обновляют) r----- their insurance policies between July and October.
- 10) We saved money by (передача части бизнес-процесса) o----- marketing to a specialist firm.
- 11) Microsoft have increased their (доля рынка) m----- s----- in the competitive software market.
- 12) We need a redesigned company (эмблема, логотип) l----- to demonstrate that we are up to date.
- 13) They allow the chain of hotels to sell their coffee but charge them a (лицензионный платеж) licensing fee for the privilege.
- 14) There was so much (шумиха) h----- before the new product launch.
- 15) This product is a good choice for (чувствительный к ценам) p----- consumers.